

News Release



CHURCHILL DOWNS

FOR IMMEDIATE RELEASE:

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NEW BOOK THAT CELEBRATES MAJESTIC HISTORY OF THE KENTUCKY DERBY IS NOW AVAILABLE FOR PURCHASE ON KENTUCKYDERBYSTORE.COM

Author Bill Doolittle spotlights The Run For the Roses from 1875 to 2015 American Pharoah Triple Crown Win

LOUISVILLE, KY (Friday, April 15, 2016) – Shircliff Publishing and Carpe Diem Books' new book, *The Kentucky Derby: Derby Fever, Derby Day, and The Run for the Roses* is now available for purchase at KentuckyDerbyStore.com – just in time to celebrate the running of the 142nd Kentucky Derby Presented by Yum! Brands on Saturday, May 7. The book also is available for purchase at select bookstores or by contacting **Cathy Shircliff** at (502) 802-7450.

Penned by local sportswriter and noted Kentucky Derby historian **Bill Doolittle**, the hard-bound, coffee-table-quality tome features nearly 200 pages of the history and the heroism of the American's Greatest Race. More than 175 color and vintage photographs bring life to the informative and entertaining essays that feature the people, places and spectacular events that make up this iconic piece of American history.

The book also brings the Derby to life through Digimarc Discover™, a state of the art digital technology that uses an app to link directly to thrilling racing videos and archives. This virtual reality feature allows readers to experience the live action of the Derby up close.

Laffit Pincay Jr. and his son **Laffit Pincay III** authored the book's warm and welcoming foreword. Celebrated Hall of Fame jockey Pincay Jr. rode Derby winner **Swale** to victory in 1984. Each year Laffit Pincay III offers Kentucky Derby broadcast viewers his experience and insights as part of **NBC's** Kentucky Derby broadcast team.

The book's photographs are the work of award-winning, internationally recognized photographers. They include **James Archambeault, Michael Brohm, Skip Dickstein, Dan Dry, Andrew Hancock, Gail Kamenish, Barbara Livingston, John Nation, Ted Tarquinio** and **Chris Witzke**. Additional content was provided by *Daily Racing Form* columnist **Jay Hovdey**; sports author **Billy Reed**; and entertainment and style writer **Kirby Adams**.

About Churchill Downs

Churchill Downs, the world's most legendary racetrack, has conducted thoroughbred racing and presented America's greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 142st running of the Kentucky Derby Presented by Yum! Brands on May 7, 2016. The track will resume its 2015 racing schedule with its September 11-27 September Meet and a Fall Meet scheduled for Nov 1-29. The track has hosted the Breeders' Cup World Championships eight times. Additional information is available at www.ChurchillDowns.com.

About Carpe Diem Books and Shircliff Publishing

Carpe Diem Books is a full-service book development business that produces outstanding quality books for publishers and businesses. Shircliff Publishing is owned by Jim Shircliff, a long-time horse owner and participant in prominent racing partnerships. Both publishers teamed up to deliver the most compelling and unique book of the Kentucky Derby.

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